



Station Order Revised Heinrich for Senate 2012

207302

Market: Albuquerque

Flight Dates: Monday, September 24, 2012 to Sunday, September 30, 2012

Estimate ID
12029

Contact: Jim Giudicessi

Email: Jim.Giudicessi@krqe.com

Phone: 505-246-2222

Fax: 505-944-0259

Direct: 505-998-9530

Jim 9/19/12

KASA-TV

Program Name	DP	Length	Days	Gross Rate	Mon Sep 24	Tue Sep 25	Wed Sep 26	Thu Sep 27	Fri Sep 28	Sat Sep 29	Sun Sep 30	Total
Judge Mathis	DT	M-F	30	\$30.00 \$60.00	5		1		1			2
1:00 PM 2:00 PM												
Ricki Lake	EF	M-F	30	\$50.00 \$250.00	5	1	1	1	1			5
3:00 PM 4:00 PM												
Funny Videos	EF	M-F	30	\$50.00 \$250.00	5	1	1	1	1			5
4:00 PM 5:00 PM												
Extra	EF	M-F	30	\$100.00 \$100.00	5			1				1
5:00 PM 5:30 PM												
Family Feud	PA	M-F	30	\$150.00 \$750.00	5	1	1	1	1			5
6:30 PM 7:00 PM												
Bones	PT	M	30	\$800.00 \$800.00	5	1						1
7:00 PM 8:00 PM												
New Girl/Ben	PT	Tu	30	\$800.00 \$800.00	5	1						1
7:00 PM 8:00 PM												
X-Factor	PT	W	30	\$1,300.00 \$1,300.00	5		1					1
7:00 PM 9:00 PM												
Glee	PT	Th	30	\$700.00 \$700.00	5			1				1
8:00 PM 9:00 PM												
Kitchen Nightmare	PT	F	30	\$500.00 \$500.00	5				1			1
7:00 PM 8:00 PM												
Sold out at LUR per KASA. Move to L3 to clear.												
KASA 9p News	LN	M-F	30	\$500.00 \$2,500.00	4	1	1	1	1			5
9:00 PM 9:30 PM												
Sold out at LUR per KASA. Move to L4 to clear.												
KASA 9:30p News	LN	M-F	30	\$400.00 \$2,000.00	4	1	1	1	1			5
9:30 PM 10:00 PM												
Sold out at LUR per KASA. Move to L4 to clear.												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/19/2012 4:11:57 PM
KASA-TV
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2/2/12



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KASA-TV

Program Name	DP	Length	Days	Gross Rate	Mon Sep 24	Tue Sep 25	Wed Sep 26	Thu Sep 27	Fri Sep 28	Sat Sep 29	Sun Sep 30	Total
Saturday 9p News	LN	Sa		\$650.00						1		1
9:00 PM 9:30 PM		30		\$650.00								
Sold out at LUR per KASA. Move to L3 to clear.												
Sunday 9:30p News	LN	Su		\$350.00							1	1
9:30 PM 10:00 PM		30		\$350.00								
Sold out at LUR per KASA. Move to L4 to clear.												
Station Gross Totals				\$11,010.00	6	6	7	7	7	1	1	35

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

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KASA-TV

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Spot Manager: All, 09/24/12-09/30/12

Order	Alt Order	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)
Agency: Media Strategies & Research

Line: 1

Time Period: 1p-2p

207302	12029	09/26/12	:30	P5			9/24-9/30/20		\$30.00
207302	12029	09/28/12	:30	P5		1:09:39 PM	9/24-9/30/20		\$30.00
									\$60.00
									\$60.00

Line: 2

Time Period: 3p-4p

207302	12029	09/26/12	:30	P5			3:19:18 PM	9/24-9/30/20	\$50.00
207302	12029	09/27/12	:30	P5		3:38:46 PM	9/24-9/30/20		\$50.00
207302	12029	09/24/12	:30	P5		3:09:39 PM	9/24-9/30/20		\$50.00
207302	12029	09/28/12	:30	P5		3:48:30 PM	9/24-9/30/20		\$50.00
207302	12029	09/25/12	:30	P5		3:58:55 PM	9/24-9/30/20		\$50.00
									\$250.00
									\$250.00

Line: 3

Time Period: 4p-5p

207302	12029	09/26/12	:30	P5			4:14:56 PM	9/24-9/30/20	\$50.00
207302	12029	09/24/12	:30	P5		4:15:26 PM	9/24-9/30/20		\$50.00
207302	12029	09/27/12	:30	P5		4:46:03 PM	9/24-9/30/20		\$50.00
207302	12029	09/28/12	:30	P5		4:30:22 PM	9/24-9/30/20		\$50.00
207302	12029	09/25/12	:30	P5		4:29:52 PM	9/24-9/30/20		\$50.00
									\$250.00
									\$250.00

Line: 4

Time Period: 5p-530p

207302	12029	09/27/12	:30	P5		5:22:54 PM	9/24-9/30/20		\$100.00
									\$100.00
									\$100.00

Line: 5

Time Period: 630p-7p

207302	12029	09/24/12	:30	P5		6:46:20 PM	9/24-9/30/20		\$150.00
207302	12029	09/27/12	:30	P5		6:46:05 PM	9/24-9/30/20		\$150.00
207302	12029	09/25/12	:30	P5		6:40:40 PM	9/24-9/30/20		\$150.00
207302	12029	09/26/12	:30	P5		6:46:35 PM	9/24-9/30/20		\$150.00
207302	12029	09/28/12	:30	P5		6:34:35 PM	9/24-9/30/20		\$150.00
									\$750.00
									\$750.00

Line: 6

Time Period: 7p-8p

207302	12029	09/24/12	:30	P5		7:19:15 PM	9/24-9/30/20		\$800.00
									\$800.00
									\$800.00

Line: 7

Time Period: 7p-8p

207302	12029	09/25/12	:30	P5		7:40:31 PM	9/24-9/30/20		\$800.00
									\$800.00
									\$800.00

Line: 8

Time Period: 7p-9p

207302	12029	09/26/12	:30	P5		8:31:15 PM	9/24-9/30/20		\$1,300.00
									\$1,300.00
									\$1,300.00

Line: 9

Time Period: 8p-9p

[Sorted by: Line]									
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Spot Manager: All, 09/24/12-09/30/12

Order	Alt Order	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)
Agency: Media Strategies & Research

Line: 9

Time Period: 8p-9p
207302

12029	09/27/12	:30	P5	8:30:40 PM	9/24-9/30/20		\$700.00
							\$700.00
							\$700.00

Line: 10

Time Period: 7p-8p
207302

12029	09/28/12	:30	P3	7:15:05 PM	9/24-9/30/20		\$500.00
							\$500.00
							\$500.00

Line: 11

Time Period: 9p-930p

12029	09/25/12	:30	P4	9:18:12 PM	9/24-9/30/20		\$500.00
12029	09/27/12	:30	P4		9/24-9/30/20		\$500.00
12029	09/26/12	:30	P4		9/24-9/30/20		\$500.00
12029	09/28/12	:30	P4	9:18:57 PM	9/24-9/30/20		\$500.00
12029	09/24/12	:30	P4	9:29:00 PM	9/24-9/30/20		\$500.00
							\$2,500.00
							\$2,500.00

Line: 12

Time Period: 930p-10p

12029	09/25/12	:30	P4	9:58:20 PM	9/24-9/30/20		\$400.00
12029	09/24/12	:30	P4	9:58:20 PM	9/24-9/30/20		\$400.00
12029	09/27/12	:30	P4		9/24-9/30/20		\$400.00
12029	09/28/12	:30	P4	9:48:27 PM	9/24-9/30/20		\$400.00
12029	09/26/12	:30	P4	9:59:20 PM	9/24-9/30/20		\$400.00
							\$2,000.00
							\$2,000.00

Line: 13

Time Period: 9p-930p
207302

12029	09/29/12	:30	P3	9:07:35 PM	9/24-9/30/20		\$650.00
							\$650.00
							\$650.00

Line: 14

Time Period: 930p-10p
207302

12029	09/30/12	:30	P4	9:38:41 PM	9/24-9/30/20		\$350.00
							\$350.00
							\$350.00
							\$11,010.00
							\$11,010.00
							\$11,010.00
							\$11,010.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
KASA-TV Albuquerque	9/19/2012

I, Media Strategies and Research

being on behalf of: Martin Heinrich, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			SEE ATTACHED SCHEDULE		
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 24, 2012			Sunday, September 30, 2012		

Total Charges: \$11,010.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, September 19, 20¹¹

Date

Valerie J. Borrego

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title